

# WebEx Meeting Center's Positioning Platform

INTERNAL	<b>VISION</b>	Accelerate decision-making and problem-solving by removing the barriers of space, time and money from the scheduling and conducting of effective meetings.		
	<b>POSITIONING STATEMENT</b>	Meeting Center is a web communication service that lets people meet online with anyone, anywhere, anytime for the highest quality, most productive, low cost meetings. It's better than being there.		
EXTERNAL	<b>VALUE PROPOSITION</b>	WebEx Meeting Center helps organizations drive productivity, increase reach and reduce costs by taking meetings online – ensuring their employees, customers and partners can work together, in real-time, to make the right decisions.		
	<b>KEY MESSAGES</b>	Make your online meetings the closest thing to being there in person – leverage the industry's most robust capabilities to experience face-to-face quality, online	Drive productivity by accelerating collaboration and decision making with the instant availability of key participants.	Reduce costs associated with unnecessary travel and facilities, lost cycles, and deferred decisions
	<b>PROOF POINTS</b>	<p><b>Seamless Data, Audio and Video Integration</b> incorporates the full range of real-time communication mechanisms to best simulate a face-to-face experience.</p> <p><b>Embedded multimedia objects</b> such as Macromedia Flash™, WebEx recordings, streaming video and audio in presentations will better illustrate scenarios, impress attendees, and reinforce key concepts.</p> <p><b>Application Sharing</b> enables a presenter to instantly share any business-critical information and applications to enhance the interactivity of a live demo or team meeting.</p> <p><b>Presentation Sharing</b> allows any meeting attendee to spontaneously share presentations and use smooth animations and transitions to mimic the power and feel of live presentations.</p> <p><b>Full Screen View</b> showcases your presentations on the full screen, removing distractions from view and ensuring the complete attention of your participants.</p> <p><b>Annotation Tools</b> allow a presenter to draw on documents with a mouse as if on a white-board, for concise and clear communication</p> <p><b>Chat and Polling</b> enables all attendees to communicate directly with the host and presenters for interactive question and answer sessions and feedback on the task at hand.</p> <p><b>Custom Meeting Sites</b> are named and branded with the look and feel of your organization to reinforce your business image online.</p> <p><b>**Multipoint video</b> increases interactivity and impact by better simulating face-to-face communications and eliminating the need for key stakeholders to be in the same building to make a decision.</p> <p><b>**Auto-play presentations</b> before the official start of a meeting to engage, inform and influence people who arrive early.</p>	<p><b>Application Remote Control</b> allows a host and attendee to jointly control and modify applications &amp; documents - focusing on what's important to drive better decisions, faster.</p> <p><b>Desktop Sharing &amp; Control</b> allows the host or attendee to share their entire desktop to easily collaborate on work in progress to accelerate results.</p> <p><b>Record, edit, and playback</b> records &amp; edits meeting content for later reuse in training, sales demonstrations &amp; more.</p> <p><b>Web Browser Sharing</b> controls the display of web information – you can co-navigate the web and synchronize the browser of other participants to ensure all attendees are focused on the same topic at the same time.</p> <p><b>One-click meetings</b> store a user's preferences to instantly start meetings and effortlessly bring decision makers together.</p> <p><b>**Schedule Meeting Wizard</b> quickly walks hosts through the steps of scheduling meetings to get exactly the type of meeting you need.</p> <p><b>**Add Meeting</b> creates calendar appointments in major calendaring applications (Outlook, Lotus Notes) - capturing key meeting logistics in the personal calendars of all attendees.</p> <p><b>**Flexible Host Options</b> allows the host to focus on the meeting content and delegate logistics &amp; scheduling to ensure meetings are executed flawlessly.</p> <p><b>**Note Taking Panel</b> provides a window to take and save notes for inclusion in meeting minutes - this improves tracking of decision-making processes for increased productivity.</p> <p><b>**MS Office™ Integration</b> enables users to instantly share MS Office documents in a WebEx meeting with a single click to increase the convenience and simplicity of information sharing.</p>	<p><b>Online meetings</b> avoid airfare, car rental, hotel, and prevent lost time and money from cancelled and deferred meetings.</p> <p><b>Online Sales Demos</b> enable you follow up on leads faster, yield a higher sell-through rate, and attain a lower effective cost per lead.</p> <p><b>Integrated telephony &amp; full duplex Voice over IP</b> options allow you to select the most cost-effective, high quality audio for your meetings.</p> <p><b>Multi-language Capabilities</b> provide the ability to conduct meetings in languages such as French, German, Japanese, Korean, Chinese (simplified and traditional) and Swedish.</p> <p><b>**Meeting Transcripts</b> can be emailed to all attendees ensuring timely follow-up on important decisions and key action items at the conclusion of your meeting.</p> <p><b>WebEx communication services</b> are activated virtually instantly and seamlessly for quick time-to-benefit. Deployment and ongoing-maintenance costs are virtually eliminated.</p> <p><b>High Performance and Meeting Reliability</b> allows end-users to conduct multi-point interactive meetings – worldwide – without costly global travel.</p> <p><b>SSL-encryption and unique switching architecture</b> provides multi-layered security of data and sessions to conduct interactive meetings with even the most confidential information – securely.</p> <p><b>WebEx Mediatone Network</b> delivers a global carrier-class, secure, reliable service for your online meetings to economically reach more prospects, partners and customers.</p>

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	<b>FACTOIDS</b>	<p><b>Most respondents believed that conferencing technologies would allow them to get more work done (78%), make faster decisions (66%), and be more competitive (64%).</b> (Wainhouse Research, 9/2002.)</p> <p><b>Roughly 24% of the U.S. workforce is estimated to telecommute some time during the week in 2001. This works out to be more than 30 million at-home workers, expected to increase to 28% in 2004, growing to nearly 40 million telecommuters.</b> (InStat, 1/2002)</p>	<p><b>“For the first time it has become socially acceptable, to not conduct all meetings as face-to-face handshaking affairs, given the costs, time and hassle involved in travel and heightened security.”</b> Aberdeen Group. Profile, WebEx Communications</p> <p><b>“Beyond cost savings, WebEx can dramatically increase both productivity—often of an organization’s key people—and timeliness of information delivery.”</b> –Aberdeen Group April, 2002.</p> <p><b>“The use of e-mail, Web conferencing and streaming media in corporate sales and marketing has helped thousands of businesses significantly increase sales at considerably lower customer acquisition costs in the past year.”</b> (The Yankee Group, 11/1/2002, at Market Research.com)</p>	<p><b>“Last year corporate America held more than 800,000 meetings with more than 84 million people in attendance. The price tag - a whopping \$82.80 billion...”-Ken Liebeskind, SellingPower.Com</b></p> <p><b>More than 40% of people in the U.S. workforce are taking fewer trips.</b></p> <p><b>More than 70% are interested in alternatives to travel.</b></p> <p><b>63% rate access to collaboration technology as very important, as opposed to 44 percent prior to Sept. 11.</b> (Wainhouse Research, 9/2002.)</p>
	<b>KEY WORDS</b>	(Media Rich / Interactive/Usability) – in meeting experience. Highest Quality. Building rapport, personal interaction, interact	(Ease, speed, accessibility) – reach / immediacy	(Reduced travel and low operating costs)

**Meeting Center™** provides an interactive web conferencing environment for business meetings.

**Mediatone™** network and platform deliver best performance, richest media, enterprise manageability

**My WebEx™** provides a unified interface and easy access

- One-click meetings  
Personal Meetings Rooms, 1 view of all scheduled online meetings